



Dear Sports Editor,

The 40th annual Freihofer's Run for Women is on Saturday, June 2 at 9 a.m. on our Washington Ave. course adjacent to the New York State Capitol.

I'm starting to assign media credentials. If you would like to cover this year's race, please complete the attached form and let me know:

- **How many media credentials you need**
- **Whether you'll be attending our "Media Hour" set for Friday, June 1 from 2-3 p.m. at the Renaissance Albany Hotel's ballroom (144 State Street, Albany).**
- **Whether you'd like to be on our press truck (limited to 40).** The press truck will travel in front of our elite runners during the race. Reporters/photographers must board the truck, located at the corner of Washington and Hawk Street, at 8:15 a.m. All boarding the truck must show FRW credentials. There will be no stops, dismounting or jumping off the truck before it returns back to the corner of Washington and Hawk Street. This year, unlike in past years, the press truck will not speed away enabling those onboard to capture the finish. If you'd like to capture the finish, please assign another reporter/photographer to the finish line area. (Please note: Those on the press truck will be able to conduct interviews with the athletes following the race in the Press Tent located in front of the Academy Building in Academy Park.)
- **Credential Pickup:** Security will again be tight and day-of-race credential pick up will be extremely limited. Only those wearing FRW media credentials will be allowed into the Start/Finish. For your convenience, we will have two options for picking up your credentials: a) Friday's Media Hour b) Rueckert Advertising & PR (638 Albany Shaker Road). Please indicate below which is your pickup preference.

Please fill out the enclosed sheet and email or fax it back to me at (518) 446-1094 **no later than 9 a.m. on Tuesday, May 29.** If you have any questions, please call me at (518) 446-1091, or email me at ed@rueckertadvertising.com.

For up-to-the-minute news about the Run for Women, please visit <http://www.freihofersrun.com/media.htm>

Thanks for your interest in the event.

Regards,
Edward Parham



2018 Media Accreditation Form

Name: _____

Outlet: _____

Work
Phone: _____ Cell: _____

Media Credentials Needed: _____

Names/Titles of Those Using Media Credentials (Needed for Security List): _____

Press Truck Passes Requested: _____

Name(s) of Those Using Press Truck
Passes: _____

Name of Finish Line Photographer*: _____

**There will be no finish line badges given out this year. Your media credential will work in the finish line.*

Attending Friday's "Media Hour": ____ YES ____ NO

For Credential Pickup We Prefer (Circle One): ____ Media Hour ____ Rueckert

Please email this completed sheet to ed@rueckertadvertising.com, or you can fax to (518) 446-1094. Questions? Call (518) 446-1091.